PHILIP MORRIS U.S.A. LEAF DEPARTMENT
LEAF BLENDING GROUP

SUMMARY OF BRAND FAMILIES AND PACKINGS
BY
REGION AND COUNTRY

PHILIP MORRIS U.S.A. LEAF DEPARTMENT
LEAF BLENDING GROUP

SUMMARY OF BRAND FAMILIES AND PACKINGS
BY
REGION AND COUNTRY

| REGION | COUNTRY | BRAND FAMILY | PKGS | SOM (%) |
|---|---|---|---|---|
| ASIA | JAPAN | MILD SEVEN | 2 | 43.31 |
| | | SEVEN STARS | 1 | 10.62 |
| | | CASTER | 1 | 7.78 |
| | | CABIN | 1 | 6.87 |
| | | HI-LITE | 1 | 5.03 |
| | | PEACE | 1 | 3.90 |
| | | HOPE | 1 | 3.47 |
| | PHILIPPINES | CHAMPION | 1 | 16.97 |
| | | HOPE | 1 | 12.13 |
| | | EVERGREEN | 1 | 10.70 |
| | | LA CAMPANA | 1 | 4.50 |
| | | PLAZA | 1 | 3.82 |
| | | WINSTON | 1 | 3.56 |
| | | BOSS | 1 | 2.88 |
| | | MIGHTY STRAIGHT | 1 | 2.36 |
| | | MILLER | 1 | 2.29 |
| | | MARK | 1 | 2.13 |
| | | PEAK | 1 | 1.90 |
| | MALAYSIA | DUNHILL | 2 | 23.92 |
| | | PLAYERS GOLD LEAF | 1 | 6.97 |
| | | VIRGINIA GOLD | 1 | 5.89 |
| | | WHITE HORSE YELLOW | 1 | 5.61 |
| | | SALEM | 1 | 4.16 |
| | | GOLD FLAKE | 1 | 3.99 |
| | | PETER STUYVESANT | 1 | 3.36 |
| | | KENT | 1 | 2.34 |
| | | LUCKY STRIKE | 1 | 2.11 |
| | | ROTHMANS | 1 | 1.87 |
| | AUSTRALIA | WINFIELD | 4 | 23.00 |
| | | B&H GOLD | 2 | 8.40 |
| | | ESCORT | 2 | 4.10 |
| | | B&H STERLING | 1 | 4.20 |
| | | DUNHILL | 1 | 3.80 |
| | | WILLS SUPER MILD | 1 | 2.80 |
| | | SUPERLIGHTS | 1 | 2.30 |
| | | PETER STUYVESANT | 1 | 2.00 |
| | | COMMODORE | 1 | 1.80 |
| | | BLACK & WHITE | 1 | 1.30 |
| | | RANSOM SELECT | 1 | 1.50 |
| ASIA TOTALS | 64 | 4039 | 46 | N/A |
| LATIN AMERICA | VENEZUELA | BELMONT | 1 | 43.19 |
| | | CONSUL | 1 | 32.64 |
| | URUGUAY | NEVADA | 1 | 37.86 |
| | | CORONADO | 1 | 21.15 |
| | | CASINO | 1 | 13.97 |
| | | J & M | 1 | 7.55 |
| | | LA PAZ | 1 | 4.89 |
| | PANAMA | VICEROY | 2 | 33.78 |
| | | KOOL | 2 | 13.08 |
| | | BELMONT | 1 | 4.01 |
| | | RECORD | 1 | 3.89 |
| | MEXICO | RALEIGH | 1 | 21.45 |
| | | FIESTA | 1 | 15.36 |
| | | ALAS AZUL | 2 | 7.55 |
| | | MONTANA | 1 | 5.72 |

PM3000982441

Source: https://www.industrydocuments.ucsf.edu/docs/mlmk0001

PHILIP MORRIS U.S.A. LEAF DEPARTMENT
LEAF BLENDING GROUP

SUMMARY OF BRAND FAMILIES AND PACKINGS
BY
REGION AND COUNTRY

| | | | | |
|---|---|---|---|---|
| | GUATEMALA | BELMONT | 1 | 18.93 |
| | | CASINO | 1 | 17.38 |
| | | RECORD | 1 | 4.24 |
| | EL SALVADOR | DELTA | 1 | 57.76 |
| | | CASINO | 1 | 10.62 |
| | ECUADOR | FULL SPEED | 1 | 11.82 |
| | DOM. REPUBLIC | ESPECIAL 75 | 1 | 2.67 |
| | COSTA RICA | DELTA | 1 | 50.72 |
| | | TICOS | 1 | 8.06 |
| | | REX | 1 | 4.50 |
| | | CAPRI | 1 | 4.26 |
| | BRAZIL | HOLLYWOOD | 1 | 25.93 |
| | | BELMONT | 1 | 18.26 |
| | | PLAZA | 2 | 12.33 |
| | | CARLTON | 1 | 6.11 |
| | | FREE | 2 | 5.86 |
| | | CONTINENTAL | 1 | 3.93 |
| | | MINISTER | 1 | 3.36 |
| | ARGENTINA | JOCKEY CLUB | 6 | 33.43 |
| | | FORTYTHREES | 2 | 10.33 |
| | | COLT | 1 | 3.46 |
| | | CONWAY | 1 | 3.43 |
| LATIN AMERICA TOTALS | | 3837 | 48 | N/A |

PM3000982442

Source: https://www.industrydocuments.ucsf.edu/docs/mlmk0001